

Bespoke Foods Ltd.



## PRESS RELEASE

### **Bespoke Foods launch Stirrings cocktail range**

**For immediate release**

**May 2007**

The Americans have always been at the forefront of creative cocktail making. It comes as no surprise then, that the American company Stirrings has released a range of Cocktail Mixers, Syrups and Rimmers.

The inspiration behind the brand came from two friends and former bartenders Gil and Bill. Bored by the usual default beverage of beer and "beam and coke" they wanted something new, natural and exciting. At this time the market was rich in manufactured cocktail-type products that were full of artificial ingredients, flavours, and preservatives. They believed that a fresher taste and brighter appearance could only be achieved by using natural and quality ingredients. So in 2000, the Stirrings brand was born and the response was tremendous.

They now plan to revolutionise the cocktail culture across the UK with their all-natural cocktail range. By using only the finest cane sugar, the freshest juice and triple-purified water, Stirrings appeal to both the amateur and mixologist by making the art of cocktail making quick and easy for all. The belief is that a better taste and brighter appearance can only be achieved by using great ingredients.

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## **PRESS RELEASE CONT.**

Whether you are converting spirits into a romantic offering or hosting a party amongst friends Stirrings are sure to make the art of cocktail making convenient for everyone for the imminent summer months! A selected range of products are already available at the House of Fraser, Whole Foods and selected independent stores throughout the UK and with such a fresh tasting product they are sure to stir up the cocktail world as we know it!

**-Ends-**

### **Notes to Editor**

For further information about Stirrings products please log onto

[www.stirrings.com](http://www.stirrings.com)

Please note that Bespoke Foods is a distributor and does not have the facility to supply directly to individual customers. For further information about Bespoke Foods or the products mentioned, please log onto [www.bespoke-foods.co.uk](http://www.bespoke-foods.co.uk) or contact Amy Woodbridge at [amy.woodbridge@bespoke-foods.co.uk](mailto:amy.woodbridge@bespoke-foods.co.uk) or Tel: 020 7819 4317.